XING LU

UX/UI DESIGN | RESEARCH

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EDUCATION

- **Art Center College of Design, Pasadena, CA**

  Master of Fine Arts, Media Design Practices | May 2017

  - School Scholarship (2015 - 2017)

- **South China University of Technology, Guangzhou, China**

  Bachelor of Architecture, Architecture Design | June 2014

EXPERIENCE

- **NEXT Trucking, Los Angeles, CA** *(Trucking Marketplace)*

  Sr. UX Designer | June 2017 - Present

  - Solve complex user experience problems and design end-to-end solutions across several platforms including trucker-facing mobile application, shipper-facing online platform, and internal TMS (transportation management system)
  - Improve internal operations efficiency by 80% via multiple key workflow enhancements
  - Improve user experience on mobile app and increase DAU by ~200%
  - Own and iterate on the design system for transportation management system

- **Blur, Los Angeles, CA** *(Dating Application)*

  UX Designer | Jan 2017 - June 2017

  - Created interaction flows, prototypes, and interaction details for a feature to visualize user's personality diagram
  - Collaborated with product managers and engineers to promote ease of use and optimize user experience

- **MoneyBlitiz, Los Angeles, CA** *(Online Funding Platform)*

  UX/UI Designer | June 2015 - Sept 2016

  - Conducted competitive design research, wire framing, low- and high-fidelity mock-up design, prototyping
  - Designed the user experience of the entertainment feature, increased MAU by ~30%
  - Created marketing collateral, online posters and increased website traffic by ~100% in 3 months

- **Amone Corp, San Francisco, CA**

  Designer Intern | Jan 2015 - June 2015

  - Sketched the re-design of the portfolio website to attract potential customers

ACADEMIC PROJECT

- **Microsoft Design EXPO, Redmond, WA**

  Trans Actor - A UX for CUI | Mar 2016 - Aug 2016

- **Bi-City Biennale of Urbanism\Architecture, Shenzhen, China**

  Now, There: Scenes from the post-geographic city | Jan 2015 - Mar 2015

- **Redtory Gallery Show, Guangzhou, China**

  Light Ceiling Interactive Installation | Oct 2012 - Dec 2012

SKILLS

- User Research, User Journey, Wireframes, Prototyping, Data Visualization, Storyboards, Personas, Design System, Agile/JIRA
- Figma, Sketch, Abstract, Invision, Balsamiq, Adobe PS, AI, PR, AE, ID
- HTML, CSS, Arduino, Servo, Sensors, SketchUp, Rhinoceros, AutoCAD, Revit, 3D Modeling